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ABSTRACT

This resource guide, which was produced to provide support for school programs which use television as part of the regular instructional program in the state of Washington, includes listings of eight characteristics of effective instructional television programs, six of effective instructional television viewing, and five of effective planning for teaching with instructional television: four television series on videotape and 124 films on videotape that are available from the Washington State Video Consortium and the contact people at the consortium; 50 instructional television programs that are broadcast on public television and the four Washington stations; the addresses of and services available from public television stations, commercial television stations, cable consortia and community action organizations; and national media action groups. Also included are the addresses of 26 sources for free or inexpensive materials with descriptions of the services of 20 of the sources, descriptions of seven active programs in schools around the state, and three sources of staff development materials and programs. The appendices include commonly asked questions and answers, a list of public radio stations in Washington, and a bibliography of 63 items. (CHC)

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Television in the Classroom: A Resource Guide for Teachers

IR009846

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Dr. Frank B. Brouillet, State Superintendent of Public Instruction
Tumwater, WA 98504

Dr. Frank B. Brouillet
Superintendent of Public Instruction

Monica Schmidt
Assistant Superintendent
Division of Instructional
and Professional Services

Jean Wieman
Director
Programs and Learning Resources

Joan Newman
Program Administrator
Learning Resources
Director, KNOW-NET Project

Sue Collins
Coordinator
KNOW-NET Project

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I. INTRODUCTION: The Impact of Television on Learning

OVERVIEW:

The teaching effectiveness of both instructional television (programs designed for classroom use) and open broadcast television (programs designed for general viewing) is well documented by over twenty years of research. A critical factor in what a child will learn from television, both in and out of the classroom, is the presence of a mentor (teacher, parent) who shares in the viewing and discusses what is seen with the child. These findings provide the best evidence for support of school programs which use television as part of the regular instructional program.

Characteristics of Effective Instructional Television Programs:

Instructional television programs produce significant gains in student achievement when they:

--repeat the key concepts a variety of ways

--make use of animation, novelty, variety and simple visuals (for young children)

--entertain as well as inform

--make use of a trained communicator in presenting information (for adults: make use of nationally known personalities)

--provide opportunities for students to participate in a learning activity, either in response to information presented in the program or as part of a game presented by the program (for young children)

--match the length of the program to the attention span of the intended audience

--follow principles of effective audiovisual presentations.

--reflect the use of formative evaluation during production, in the following ways:

Curriculum goals for the program are established by educators, who participate in the program planning on an equal footing with the procedures.

Programs are field tested to determine the effectiveness of presentation techniques with students who represent the intended audience for the program.

Characteristics of Effective Instructional Television Viewing:

Students show gains in achievement from viewing instructional television when teachers:

--prepare students to receive information presented by the television program

--provide reinforcing discussion and activities following viewing

--provide corrective feedback to students, based on what students reveal they have understood from the program, in follow-up discussions between students and teacher

--provide students with frequent feedback on their achievement as a result of viewing

--maintain sufficient contact with students during instruction via television (for college students)

--assume an active role in the instruction which accompanies viewing television programs

Characteristics of Effective Planning for Teaching with Instructional Television:

Planning for effective teaching with instructional television includes:

--selecting programs which accommodate the teacher's classroom management style

--selecting broadcast times which meet classroom needs

--incorporating television as part of a coordinated instructional system, including teacher presentation, text, study guide and testing for achievement gains

--using television programs when that which is to be learned requires visualizing, and continuity of action is important to the lesson

--using television when reducing student anxiety is a priority (capitalizing on the third person, non-judgmental nature of the medium)

Where to Find Television Materials for Teaching

VIDEO TAPE PROGRAMS

The following programs on videotape are available from members of the Washington State Video Consortium, which includes all Educational Service District film/video cooperatives and the following school districts: Bellevue, Edmonds, Renton and Tacoma. Contact people are noted at the end of this listing. Individual ESDs and districts should be contacted for additional video program holdings

Television Series on Videotape

Title	Grade Level	Subject Area	Description
Getting the Most Out of TV (Except ESD 105 and 113)	6 - 9	Lang. Arts	A series of seven 20 min. programs: The Technical Side of TV, People Make Programs, The Magic of TV, Characters We See on TV, Action and Violence, The Real World of TV Commercials.
Inside Out (Except ESD 105) (ESD 101: film only)	4 - 6	Soc. Stud.	30 programs, 15 min. each, providing an open-ended, semi-documentary treatment of day-to-day problems children ages 8-11 encounter, from the child's perspective.
Self Incorporated (Except ESDs 105 & 113) (ESD 101: film only)	4 - 9	Soc. Stud.	
ThinkAbout	5 - 6	Basic Skills	60 programs, 15 min. each, which present dramatic, real life situations in which students use reasoning skills to find solutions. Emphasizes language arts, math and study skills, group problem-solving and interactions with people of all ages and different ethnic backgrounds.

Film on Videotape
(Not available in ESD 113)

30834	(EVERYONE'S A WINNER): HEART-LUNG ENDURANCE
30833	(EVERYONE'S A WINNER): MUSCULAR STRENGTH & ENDURANCE
30812	ADVENTURES IN PERCEPTION
30848	ALADDIN AND HIS WONDERFUL LAMP (Classic tales)
30501	ALL THE TROUBLES OF THE WORLD
30839	ANIMAL BEHAVIOR: A FIRST FILM
30840	ANIMAL CAMOUFLAGE
30886	ANNIE AND THE OLD ONE
30482	ANTS: Backyard Science (Rev.)
30878	ASIA: AN INTRODUCTION
30871	AUTO ACCIDENT: WHAT TO DO AFTERWARD
30850	BALANCE IN NATURE: A FIRST FILM
30858	BANKS: THE MONEY MOVERS
30481	BEES: Backyard Science (Rev.)
30503	BILL OF RIGHTS: DUE PROCESS OF LAW
30860	BILL OF RTS: CAPITAL PUNISHMENT
30865	BILL OF RTS: EQUAL OPPORTUNITY
30859	BILL OF RTS: FREEDOM OF PRESS
30864	BILL OF RTS: FREEDOM OF RELIGION
30867	BILL OF RTS: JUVENILE LAW
30877	BILL OF RTS: STORY OF TRIAL (Rev.)
30876	BILL OF RTS: THE RIGHT TO PRIVACY
30883	CANADA: OUR NORTHERN NEIGHBOR (Rev.)
30505	CASK OF AMONTILLADO, THE
30497	CAT IN THE HAT, THE
30874	CHANGING FOREST: A FIRST FILM
30490	COMMUNICATION FUNDAMENTALS: 5 BASIC SKILLS
30489	COMMUNITY KEEPS HEALTHY (Rev.)
31088	CONSUMER EDUCATION - INSTALLMENT BUYING
31090	CONSUMER EDUCATION - RETAIL CREDIT BUYING (Rev. Ed)
31087	CONSUMER EDUCATION BUDGETINGS (Rev. Ed)
30861	DINOSAURS: A FIRST FILM
30818	DISCOVERING COMPOSITION IN ART
30837	DISCOVERING FORM IN ART (Rev.)
30483	DISCOVERING LINE (Rev.)
30484	DISCOVERING PERSPECTIVE (Rev.)
30870	DR SEUSS ON THE LOOSE
30885	DRAGON STEW
30488	EARTHQUAKES AND VOLCANOES (Rev.)
30486	ELEPHANT EATS, PENGUIN EATS, NOUNS
31092	EMPEROR'S NEW CLOTHES (Classic Tales Retold)
30880	EVERYONE'S A WINNER: BALANCE, FLEXIBILITY & POWER
30872	EVERYONE'S A WINNER: PROGRAM FOR PHYSICAL FITNESS
30832	FOOD AROUND THE WORLD
30875	FOOD CHAINS IN THE OCEAN
30827	GRASSLANDS OF THE WORLD
30831	HABITS OF HEALTH: FOOD TO LIVE AND GROW
31098	HABITS OF HEALTH: KEEPING IN TOP SHAPE

30485	HANSEL AND GRETEL
30494	HARRIET TUBMAN AND THE UNDERGROUND RAILROAD
30492	HOOBER BLOOB HIGHWAY
31086	HOW WE KNOW THE EARTH MOVES
30513	HUMAN IMAGE/THE MASCULINITY/FEMINITY
31089	I HAVE A DREAM LIFE OF MARTIN LUTHER KING
30823	INTRODUCING GLOBES
30866	IT'S NEW...IT'S NEAT!...IT'S OBSOLETE
30842	JACK LONDON'S TO BUILD A FIRE
30847	JACK AND THE BEANSTALK (Classic Tales)
30514	JOURNEY: THE QUEST FOR SELF-RELIANCE
30491	LISTENING, SPEAKING AND NON-VERBAL LANGUAGE
30498	LORAX, THE
30841	MAKING CHANGE
30882	MEXICAN INDIAN LEGENDS
31084	MIDEAST: ISLAM, THE UNIFYING FORCE
31083	MIDEAST: LAND AND PEOPLE
30838	MOLECULES: A FIRST FILM
30487	MONKEY SEE, MONKEY DO, VERBS
30824	MONKEY'S PAW
30516	MOUNTAIN MEN, THE
30511	MYSTERY OF AMELIA EARHART
30843	MYTHOLOGY OF GREECE AND ROME
30496	NORTH WIND AND THE SUN
30879	NUTRITION: FUELING THE HUMAN MACHINE
30495	OCEANOGRAPHY: THE ROLE OF PEOPLE IN OCEAN SCIENCES
30508	OIL AND ITS PRODUCTS
30504	OREON TRAIL, THE
30817	OUR TOTEM IS THE RAVEN
30821	PETS: A FIRST FILM
30881	PONY EXPRESS, THE
30822	POSTURE: THINKING TALL
31091	POUND THEORY: WHY EVERYONE'S SPECIAL
30507	PRODUCT COSTS: WHAT'S IN THEM
31081	PUNCTUATION WITH RALPH & STANLEY
30857	RACQUETBALL: MOVING FAST
30830	RAPTORS: BIRDS OF PREY
30825	RESCUE PARTY
30828	RESOURCES AND WORLD TRADE
30493	ROCKS AND MINERALS
30844	RR. AND WESTWARD EXPANSION: 1800-1845
30846	RR. AND WESTWARD EXPANSION: 1845-1865
30845	RR. AND WESTWARD EXPANSION: 1865-1900
30868	RUFUS M., TRY AGAIN
31093	SAM, BANGS AND MOONSHINE
30829	SCIENCE - NEW FRONTIERS: NO EASY ANSWERS
30836	SCIENCE-NEW FRONTIERS: IS THE WEATHER CHANGING?
31082	SENTENCES WITH RALPH & STANLEY
30515	SETTLERS, THE
30873	SKATEBOARDING TO SAFETY

30820 SNAILS: BACKYARD SCIENCE
30509 SOCCER - HANDS OFF
30500 SOUTH AMERICA: HISTORY AND HERITAGE
30499 SOUTH AMERICA: LAND AND PEOPLE
30517 SPANISH IN THE SOUTHWEST
31085 SPIRIT OF AMERICA-WASHINGTON, OREGON, IDAHO, ALASKA, PT. 12
30835 SPOON RIVER ANTHOLOGY
30863 STARS: A FIRST FILM
30512 STEPHEN CRANE'S THREE MIRACULOUS SOLDIERS
30506 TAXES: WHY WE HAVE THEM
30862 TRAINS: A FIRST FILM
30510 TRIAL OF SUSAN B. ANTHONY
30884 TUMBLING: PRIMARY SKILLS
30856 VOLLEYBALL: DIG IT
30869 WHAT'S IN A STORY
30855 WORD WISE: ANTONYMS
30851 WORD WISE: COMPOUND WORDS
30854 WORD WISE: HOMOGRAPHS (Look Alike Words)
31094 WORD WISE: HOMONYMS
31095 WORD WISE: PREFIXES
31097 WORD WISE: ROOT WORDS
31096 WORD WISE: SUFFIXES
30853 WORD WISE: SYNONYMS
30852 WORD WISE: WORD FAMILIES
30826 ZERO HOUR
30849 ZOO FAMILIES (Rev.

Washington State Video Consortium Contact People:

	Phone
Clint Kruiswyk, Director, Instructional Aids, ESD 101	(509) 456-6195
Nan Lathrop, Media Center Manager, ESD 105	(509) 575-2885
Dave Fauser, Instructional Media Services, ESD 112	(206) 574-3215
C. E. Redfield, Administrative Assistant, ESD 113	(206) 754-2966
Bob Irvine, Director, Learning Resources, ESD 114	(206) 373-5006
Art Day, Director, Educational Media Services, ESD 121	(206) 242-9400
John Thrasher, Superintendent, ESD 123	(509) 529-3700
John Rutherford, Consultant, Curriculum/Instruction, ESD 171	(509) 663-8741
Ron Dubuque, Coordinator, Learning Resource Center, ESD 189	(206) 755-9110
Del Howenstein, Manager, AV Services, Edmonds School District	(206) 771-0585
Dean Martin, Director, Instructional Resources, Tacoma School District	(206) 593-6800
Bob Larsen, Coordinator, Instructional Materials, Renton School District	(206) 235-2437
John Newsom, Media Production Consultant, Bellevue School District	(206) 455-6200

BROADCAST PROGRAMS

Instructional television programs for schools are broadcast over the following channels:

Western Washington

Seattle: KCTS/Channel 9
University of Washington
Seattle, WA 98105
Contact: Jean Farnen, Coordinator
Nicki McCormick, Utilization Specialist
Patricia Woodley, Director of Education
(206) 543-6543

Tacoma: KTPS/Channel 62
1101 South Yakima Ave.
Tacoma, WA 98405
Contact: Len Ehly, ETV Curriculum Dir.
(206) 572-6262

Central Washington

Yakima: KYVE/Channel 47
1105 So. 15th Ave.
Yakima, WA 98902
Contact: Susan Bradway, ETV Curriculum Coordinator
(509) 575-3474

Eastern Washington

Spokane: KSPS/Channel 7
South 3911 Regal St.
Spokane, WA 99203
Contact: Claude Kistler, General Manager
(509) 455-3790

The following programs will be broadcast by most of the state's public television stations during 1981-82. For the broadcast schedule and for other instructional broadcasts in your area, contact the station serving your area.

Broadcast Station	Program Title	Grade Level	Subject Area	Description
KCTS/9	Adventure of the Mind	Junior/Senior High	Computers	Low-cost individual computers now on the market surpass the calculating speed and power of the million-dollar machines that started the revolution a scant 30 years ago. The mind-multiplying power of the personal computer-whose benefits and potential are limited only by one's imagination-is now within the reach of every man, woman, and child.
KCTS/9 KSPS/7 KYVE/47 KTPS/62	All About You	Primary	Health	Helps children in the primary grades explore the wonders of their mind and body.
KCTS/9 KYVE/47	Art Cart, The	Primary	Art	A variety of art materials and techniques are utilized to stimulate the child's artistic expression.
KCTS/9	Art Starts	Primary	Art	A multitude of art experiences are provided for young children through a variety of media including tempera, crayon, paper, clay and finger paints.
KCTS/9 KYVE/47	Bioscope	Intermediate-Junior	Science	Bioscope explores the world of living things from the cell to the balance of nature. Photographic techniques are used to focus in on natural phenomena, visualize life processes and teach basic science concepts. Content is closely correlated to widely adapted student texts.

Broadcast Station	Program Title	Grade Level	Subject Area	Description
KCTS/9 KYVE/47 KTPS/62	Book Bird (KYVE: Also Best of Cover to Cover I)	Intermediate	Languge Arts	John Robbins entices youngsters into good reading with his drawings and telling part of the tale.
KCTS/9	Discovering	Intermediate	Science	Vertebrate and invertebrate animals, chemistry, energy, space, plants, ecology, and rocks and minerals are the units covered in this science series.
KCTS/9 KSPS/7	Draw Man, The	Intermediate-Junior	Art	This is a popular art series with the intermediate grades through senior citizens.
KCTS/9 KSPS/7 KTPS/62	Environments in The State of Washington	Intermediate	Social Science	There are vocabulary and activities for each lesson in the series, plus duplicating masters for all paper and pencil activities.
KCTS/9 KTPS/62	From Jumpstreet	Junior-Senior High	Black Music	Through performances, interviews, documentary films and animation, FROM JUMPSTREET explores the black musical tradition from its African sources to its present place in American music.
KCTS/9 KTPS/62	Gettin' To Know Me	Intermediate	Black Folklore	Using songs, folktales, customs, crafts and ceremonies, a black American family strives, in subtle ways to preserve and transmit its folklore and promote black cultural identity.

Broadcast Station	Program Title	Grade Level	Subject Area	Description
KCTS/9 KSPS/7 KYVE/47 KTPS/62	Here's To Your Health	Senior	Health	The series delivers medical and health information in an entertaining and straightforward manner by using nationally known guest hosts and narrators to accompany series regulars.
KCTS/9 KSPS/7	In Harmony	Primary	Music	This series was designed to provide classroom teachers with a library of effective support materials for music instruction. The series can be used as a complete music experience or it can be used to supplement an existing music program.
KCTS/9 KSPS/7 KYVE/47 KTPS/62	Inside/Out	Intermediate	Social Science	Dramatic situations that explore social, emotional, and physical problems of students in the intermediate grades.
KCTS/9 KYVE/47	Inside Story: Slim Goodbody	Primary-Intermediate	Health	Using Slim Goodbody (John Burstein) as host, the series will deal with the human body and how to maintain it as a healthy organism.
KCTS/9 KYVE/47	Let's Draw	Primary	Art	The same popular artist of DRAW MAN encourages younger children to express themselves through drawing.
KCTS/9	Music and Me	Primary-Intermediate	Music	Introduce your students to the woodwind and percussion families, Afro-American music, musical concepts and traditions through this series.
KCTS/9	New Americans, The	Intermediate-Junior High	Multicultural	This series deals with the Indochinese cultures which includes Vietnamese, Chinese living in Vietnam, Laotian, the Lao-Hmong of Laos, and the Cambodians.

Broadcast Station	Program Title	Grade Level	Subject Area	Description
KCTS/9	On the Level	Junior-Senior High	Social Science	These programs are intended to support the health curricula by encouraging students to be more aware of and active in shaping their own personal and social growth.
KCTS/9 KYVE/47 KTPS/62	Raisin' Up	Primary	Health	Part I, for kindergartners and first graders dramatically and visually portrays the basic four food groups and the contributions that food makes to health and growth. Part II (lessons 6 through 10) for second and third graders with delightful and colorful characters, explores the importance of breakfast, lunch, dinner and nutritious snacks.
KCTS/9 KSPS/7 KYVE/47 KTPS/62	Self Incorporated	Intermediate-Junior	Social Science	These programs help adolescents cope with the questions and problems that arise as a result of the physical and social changes they are experiencing.
KCTS/9 KSPS/7 KTPS/62	Song Bag, The	Primary	Music	Students will learn a variety of folk songs and they can participate in rhythmic movement and the playing of simple instruments.
KCTS/9 KTPS/62	Storybound (KYVE: Best of Cover to Cover II)	Intermediate	Language Arts	This excellent reading series combines 16 titles with 16 of the best titles from Cover to Cover II.
KCTS/9 KSPS/7 KYVE/47 KTPS/62	Think About	Intermediate	Basic Skills	Basic skills for fifth and sixth graders will be strengthened by this series.
KCTS/9 KSPS/7 KYVE/47 KTPS/62	Trade-Offs	Intermediate-Junior	Economics	These lessons are good for economic problems as well as general problem solving concepts.

Broadcast Station	Program Title	Grade Level	Subject Area	Description
KCTS/9 KSPS/7 KYVE/47 KTPS/62	Under the Blue Umbrella	Primary	Social Science	Through this series primary children can explore differences in many people, the world of work, maps and globes, money and its uses, and the functions of families.
KCTS/9 KTPS/62	Vegetable Soup	Primary-Intermediate	Multi-cultural	If you're looking for a resource to help develop an understanding of various ethnic groups, join us in a little bowl of Vegetable Soup.
KCTS/9 KYVE/47	Word Shop	Primary	Language Arts	Experiences in poetry, creative dramatics, listening, reading and creative writing help children develop skills in these language arts areas.
KCTS/9 KYVE/47 KTPS/62	Write Channel, The	Primary-Intermediate	Language Arts	These lessons will help students turn their short, choppy sentences into interesting sentences containing adjectives, compounds, phrases and clauses.
KCTS/9 KYVE/47 KTPS/62	Community of Living Things	Jr High	Science	A revised series that uses the latest color photography to visually emphasize the four major themes: change, diversity, inter-relationships, and energy.
KCTS/9 KSPS/7	Cosmos	Sr/Adult	Science	An exploration of space and time presenting science as a fundamental human endeavor.
KCTS/9	Eat Well, Be Well	Primary/Intermediate	Health	Short programs dealing with nutrition for young students.
KCTS/9 KTPS/62	Faces of Man	Jr/Sr High	Social Science	Human geography is the focus of this series. The lifestyles of people from 7 different countries are included.

Broadcast Station	Program Title	Grade Level	Subject Area	Description
KCTS/9	Gather 'Round	Primary	Language Arts	Many good and familiar stories are included in this series such as "Princess and the Pea" and "The Ugly Duckling."
KCTS/9	Juba	Primary/ Intermediate	Language Arts	Series includes "Brer Rabbit" and "Legend of Harriet Tubman."
KCTS/9 KTPS/62	Many Worlds of Nature	Intermediate/Jr	Social Science	A fascinating, colorful series, showing nature in all its splendor, beauty and fragile balance.
KCTS/9 KSPS/7	Odyssey	Sr/Adult	Social Science	There are 15 new productions continuing the documentation of peoples and cultures, past and present, in all parts of the world.
KCTS/9 KSPS/7	Once Upon A Classic	Intermediate/Jr/ Sr High	Language Arts	This drama series offers the best in family classics.
KCTS/9 KTPS/62	Ove Willie	Intermediate/Jr	Latino culture	Set in the Spanish section of New York City, this drama features the adventures of two young boys.
KCTS/9 KSPS/7 KTPS/62	Search For Solutions	Intermediate/Jr/ Sr/ Adult	Science	This imaginative approach to the process of science looks over the shoulders of scientists as they pursue solutions to fundamental mysteries.
KCTS/9 KSPS/7	Stories of America	Primary	Language Arts	The richness of America's heritage— from Columbus to Theodore Roosevelt— is vividly portrayed through the medium of storytelling.

Broadcast Station	Program Title	Grade Level	Subject Area	Description
KCTS/9 KSPS/7 KTPS/62	Up and Coming	Jr/Sr/Adult	Black Family Living	Three black teenagers are confronted with challenges of adjusting to a different social environment and the often turbulent demands of adolescent life.
KCTS/9 KTPS/62	Write On	Intermediate/Jr/Sr	Language Arts	This series is funny, but the writing lesson is always central to the action, encouraging students to write clearly and correctly.

COLLEGE CREDIT COURSES

During the Fall, 1981 beginning in September, four television series will be offered for credit. They are:

KCTS/9 KSPS/7 KYVE/47	Cosmos	Science
KCTS/9 KSPS/7	Interaction	Inservice Education
KCTS/9 KSPS/7 KYVE/47	Odyssey	Anthropology
KCTS/9 KSPS/7	Shakespeare	Drama
KYVE/47	It's Everybody's Business Contemporary Health Issues	
KCTS/9	Simple Gifts	Gifted Students (Inservice Education)

NOTE: Please contact your local public television station for telecourse offerings, as this list is by no means complete. KWSU (see p. 19) and cable consortia (see p. 23) also broadcast credit courses.

III. COMMUNITY RESOURCES FOR TEACHING WITH TELEVISION

PUBLIC TELEVISION STATIONS

KYVE/CHANNEL 47 — YAKIMA
1105 South 15th Avenue
Yakima, WA 98902
Contact person: Susan Bradway, Director of Instructional Television
Phone: (509) 575-3474

Services provided to schools in viewing area:

- Broadcast schedules (handbooks provided at cost)
- Teacher guides (at cost)
- Resource speaker on ITV and related subjects
- Permission to record certain programs off air (determined by producers, not by KYVE)
- Monthly newsletter to all teachers
- Inservice sessions on utilizing specific series, such as ThinkAbout

These services are available to teachers in the ten districts financially supporting ITV at KYVE. (The speaker, however, is available to all schools in the viewing area.)

KCTS TV/CHANNEL 9 — SEATTLE
University of Washington
4045 Brooklyn N.E.
Seattle, WA 98195
Contact person: Jean Farnen, Coordinator
Phone: (206) 543-2000

District Coordinators to be contacted when requesting materials:

Arlington.....Trygve Anderson
Bainbridge Island.....Bill Hoots
Bellevue.....John Newsom
Bremerton.....Gerald Johnson
Burlington-Edison.....George Frasier
Centralia.....Loye Wilson
Central Kitsap.....Dave Peterson
Chilliwack.....
Clover Park.....
College Place.....C. E. Murphy
Coupeville.....Richard Smith
Cowichan, B.C.....Jev Tothill
Edmonds.....Del Hauenstein
ESD No. 121.....Art Day
Evaline.....
Everett.....Ches Packer
Federal Way.....Ron Johnson
Highline.....Gene Friese
Issaquah.....Lois White

District Coordinators to be contacted when requesting materials:

LaConner.....Mary Raymond
Lake Stevens.....Lila Anderson
Lakewood.....David LaMont
Lower Snoqualmie.....Gene I. Maxim
Maple Ridge, B.C.....Lloyd Wishart
Mercer Island.....Tom Hoskin
Merritt.....
Mission.....
Monroe.....Ellen Wolf
Mount Vernon.....Fred Guenther
Mukilteo.....Bob Rodenberger
Napavine.....Richard Lickinson
Okanogan Falls.....Ben Wall
Parkland Lutheran.....Larry Rude
Port Angeles.....Mert Thornton
Rainier.....Joanne Goodwin
Raymond.....Evelyn Sarage
Renton.....Robert Larsen
Rogers Elementary.....Betty Barnett
Seattle.....Marilyn Christie
Sequim.....
Shoreline.....Dick Sacksteder
Snoqualmie Valley.....
South Central.....Lillian Ellison
South Kitsap.....
St. Joseph's--Chehalis.....Sr. Dorothy Berg
Steilacoom Historical.....V. Alvernaz
Sumner.....Walter Barbee
Walla Walla.....Lewis Jacky
Wenatchee.....Larry Hauge

Services provided to schools in viewing area:

- Broadcast guides for teachers. Broadcast guides list rerecord rights, and this information is sent out in a newsletter on programs not listed in the guide.

- Individual series guides.

- Broadcast schedules.

- Student activity books.

- Resource speakers: For general KCTS/9 and television information - Patricia Woodley; for utilization of instructional programming - Nicki McCormick.

- Student tours of KCTS/9: Contact Jeff Gentes, Administration Bldg., AC-25, University of Washington Campus, Seattle, WA 98195.

TPS/CHANNEL 62 — TACOMA

'. O. Box 1357
'acoma, WA 98401
:ontact person: Len Ehly, ITV Coordinator
'hone: (206) 572-6262

Services provided to schools in viewing area:

- Broadcast schedules. Monthly schedule for K-6, distributed to all teachers in Tacoma public schools and to any persons requesting them. A bi-weekly schedule of 7-12 materials is distributed to those schools connected via cable to secondary service (specialized).

- Teacher/Student program guides. Sent to teachers at the appropriate levels for new programming in September. Replacement guides are sent on request. Teachers from outside the district may purchase guides for $1.00 each.

- Loan tapes. Under special request, if tape is available, by permission of distributor.

- Permission to record off air. Available to subscribing district if granted by distribution rights.

- Student tours of station. Available by calling (206) 572-6262, 8:30 a.m. - 5:00 p.m.

- Student production advice. Contact Len Ehly at (206) 572-6262, 8:30 a.m. - 5:00 p.m.

KWSU/CHANNEL 10 — PULLMAN

Edward R. Murrow Communications Center
Washington State University
Pullman, WA 99164
Contact person: Susan Franko, Director TV Programming
Phone: (509) 335-2681

Services provided to schools in viewing area:

- Broadcast schedules on request

- Teacher/student program guides for regular PBS programs

- Speakers from the station to discuss KWSU activities

- Notification of program re-record rights for audiovisual use to schools requesting this information. Contact: Jim Hardie, Director ITV Division

- Tours of the station. Contact: Bill Morelock

- Student production advice. Contact: Ken Fielding, Director of Operations and Administration.

KSPS/CHANNEL 7 — SPOKANE
South 3911 Regal St.
Spokane, WA 99203
Contact person: Claude Kistler, General Manager
Phone: (509) 455-3790

Services provided to Spokane schools:

- Broadcast schedules
- Teachers' guides
- Resource speakers on ITV topics
- Monthly PBS guide
- Student tours of the facility
- Inquire about production and production assistance. Contact: Bill Stanley

COMMERCIAL TELEVISION STATIONS

KAPP/CHANNEL 35 — YAKIMA
Box 1747
Yakima, WA 98907
Contact person: Teresa Price, Promotion Manager
Phone: (509) 453-0351

Services provided to schools in viewing area:

- Broadcast schedules.
- Limited student tours of the station.
- Limited speaking, depending on timing of relative work load.
- Assistance in recording certain programs if tapes are provided.

KOMO/CHANNEL 4 — SEATTLE
100 Fourth Avenue North
Seattle, WA 98109
Contact person: Regen Dennis, Director, Community Relations
Phone: (206) 223-4000

Services provided to schools in viewing area:

- Promotion department mails weekly schedules, highlights and press releases for individual programs to newspapers, TV Guide, and many organizational house organs in ample time for the information to be published. If any teacher is interested in a particular program or series, KOMO will supply additional information upon request.
- Teachers Guides duplicated (which are received from the ABC Network) regarding special programs and mailed to computer listing and anyone requesting them.
- Speaker's bureau of available KOMO personnel. Send letter of request to Community Relations department in order to match up employees' fields of expertise with the needed topics to be discussed, the age groups, dates/times available, etc.
- KOMO offers complete tours of station facilities, radio and television. Tours are by appointment only, grades 5-12, for groups of 15 or less (including teachers/parents). The tour lasts 45 minutes to an hour.

KVOS/CHANNEL 12 — BELLINGHAM
Box 1157, 1151 Ellis Street
Bellingham, WA 98227
Contact person: Margot Wilson, Administrative Assistant to the General Manager
Phone: (206) 671-1212

Services provided to schools in viewing area:

- Broadcast schedules/press releases. Weekly program schedules are distributed upon request. Press releases as warranted. Contact: Melanie Ray.

- Resource speakers. Can accommodate all grade levels, as well as teacher and parent groups. Some subject suggestions are: news, careers in TV, programming, production, ads/sales. Contact: Margot Wilson.

- Loan tapes. Contact person: Bob Lewis
- Permission to record off air. Contact: Bob Lewis
- Student tours. All grade levels. Small groups (10-15 people) are easiest to accommodate. Length of tour and time of day can be arranged.

CABLE CONSORTIA

Snohomish County Access Television

Contact: Greg Golden, Director
Learning Resources
Edmonds Community College
20000 68th Ave. W.
Lynnwood, WA 98036
771-1522

Members: Edmonds School District
Edmonds Community College
Shoreline Community College
Everett Public Library
Sno Isle Regional Library
Everett School District
Mukilteo School District
Arlington School District

Services Available:
- o Public service access
- o Information on developing your own programming

Cablearn

M118 Kane Hall DG 15
University of Washington
Seattle WA 98195
Contact person: Marlena Weglin
543-5381

Share programming with Snohomish County Access Television and Bellevue Community College

Members: University of Washington
Seattle Pacific University
Highline Community College
Shoreline Community College
Bellevue Community College
North Seattle, Central Seattle South Seattle Community Colleges
Seattle Public Library
Renton Vocational-Technical Institute
Seattle Public Schools
Group Health Cooperative

Services available:
Broadcasts 4:00 - 10:00 p.m.
Teleprompter Channel E, Viacom CableVision Channel 3, Liberty TV Cable/Channel 10
Broadcast schedules
Some programming included in broadcasts on request: Contact member institutions
College credit courses for two- and four-year colleges, including teacher inservice credit.

Cable Advisory Board for Learning and Education (CABLE)

Contact person: John Thompson
Director, Learning Resources
Spokane Falls Community College
W 3410 Fort George Wright Dr.
Spokane WA 99204
456-2860

Services available:
Information about the consortium and its operation.

Members:
Washington Community College District 17
Spokane School District
Whitworth College
Fort Wright College
Eastern Washington University
Washington State University
North Idaho College
Intercollegiate Center for Nursing Education
Spokane Catholic Diocese
Spokane Public Library
Gonzaga University

Vancouver Educational Telecommunications Consortium (TV ETC)

Contact: Dr. Annette Lambson
Associate Dean of Instruction
Clark College
1800 E. McLaughlin Blvd.
Vancouver WA 98663
699-0248

Will share Guidelines for Evaluation of Cable Applicants for Local Franchises and other information about the consortium activities.

Services available:
Information about the consortium and its operation.

Members:
Clark College
Vancouver School District
Educational Service District #112
Evergreen School District
State School for the Blind
State School for the Deaf
The Evergreen State College

COMMUNITY ACTION ORGANIZATIONS

Puget Sound Action for Children's Television

Box 99
Mercer Island WA 98040

Services: Information, bibliographies, membership in a community action organization to improve children's television, combat exploitative television advertising and assist parents in teaching their children to be electronically literate.

NATIONAL MEDIA ACTION CENTERS

Following is a list of media action groups (names, addresses, and phone numbers) supplied by the National PTA's TV Action Center. You may wish to contact these organizations for information and/or assistance.

Accuracy in Media, Inc., 777 14th Street N.W., Suite 427, Washington, D.C. 20005, (202) 783-4406

Action for Children's Television (ACT), 46 Austin Street, Newtonville, Massachusettes 02160, (617) 527-7870

American Council for Better Broadcasts, 120 East Wilson Street, Madison, Wisconsin 53703, (603) 257-7712, 255-2009

Children's Advertising Review Unit, National Advertising Dvision, Council of Better Business Bureaus, Inc., 845 Third Avenue, New York, New York 10022, (212) 754-1320

Citizens Communication Center, 1914 Sunderland Place N.W., Washington, D.C. 20036, (202) 296-4238

Committee on Children's Television, 245 South Carmelia, Los Angeles, California 90049, (213) 476-5181

Communication Commission, National Council of Churches of Christ in the U.S.A., 475 Riverside Drive, New York, New York 10027

Consumer Federation of America, 1012 14th Street N.W., Washington, D.C. 20005, (202) 737-3732

Federal Communications Commission (FCC), Consumer Assistance Office, Washington, D.C. 20580, (202) 523-3598

Federal Trade Commission (FTC), Office of the Secretary, Washington, D.C. 20580, (202) 523-3598

Gray Panthers Media Watch, 1841 Broadway, Room 300, New York, New York 10023, (212) 799-7572

Media Access Project, 1910 North Street N.W., Washington, D.C. 20036, (202) 785-2613

Media Action Research Center, Inc., 475 Riverside Drive, Room 1370, New York, New York 10115, (212) 865-6690

National Association for Better Broadcasting, P.O. Box 43640, Los Angeles, California 90043, (213) 474-3283

National Black Media Coalition, 244 Plymouth Avenue South, Rochester, New York 14608, (715) 325-5116

National Citizens Committee for Broadcasting, 1530 "P" Street N.W., Washington, D.C. 20005, (202) 462-2520

National Citizens Communication Lobby, P.O. Box 19101, Washington, D.C. 20036, (202) 466-8290

National Organization for Women Media Task Force, 425 13th Street N.W., Washington, D.C. 20004, (202) 632-8622

National Sisters Communication, 1962 South Shenandoah, Los Angeles, California 90034, (213) 559-2944

Prime Time School Television, 120 South LaSalle Street, Chicago, Illinois 60603, (312) 368-1088

Telecommunications Consumer Coalition, 105 Madision Avenue, New York, New York 10016, (212) 683-5656

IV. FREE OR INEXPENSIVE MATERIALS

ACTION FOR CHILDREN'S TELEVISION (ACT) MAGAZINE

46 Austin Street, Newtonville, Massachusetts 02160, Telephone: (617) 527-7870

Action for Children's Television is a national nonprofit consumer organization working to encourage diversity and eliminate commercial abuses from children's television. ACT initiates legal reform through petitions to the federal regulatory agencies and promotes public awareness of the issues relating to children's programming though public education campaigns, numerous publications, and national conferences and speaking engagements.

Twice a year ACT publishes a double issue of their news magazine called re:act (yearly subscription $15.00, free with membership in ACT). Some topical bibliographies are available ($1.50 each) along with several resource guides, including: Promise and Performance: ACT's Guide to TV Programming for Children, Volume I: Children with Special Needs, 1977 ($6.95 paper; $12.50, hardcover) and Volume II: The Arts, 1979 ($8.95 paper; $16.50 hardcover); and the ACT Guide to Children's Television: How to Treat TV with T.L.C., 1979 ($5.95, paper; $10.95 hardcover). (Postage and handling charges are extra.) Send stamped, self-addressed envelope and twenty-five cents for a complete bibliography of ACT publications.

AGENCY FOR INSTRUCTIONAL TELEVISION (AIT) NEWSLETTER/CATALOG

Box A, Bloomington, Indiana 47402, Telephone: (812) 339-2203, Contact: Field Services Office

The Agency for Instructional Television is a nonprofit American-Canadian organization established in 1973 to strengthen education through television and other technologies. AIT develops joint program projects involving state and provincial agencies, and acquires and distributes a wide variety of television and related printed materials for use as major learning resources. AIT also makes many of the television materials available in audiovisual formats. Some recent programs developed (or being developed) by AIT and cooperating agencies include: sixty 15-minute programs called "Think About It" which are designed to help strengthen the reasoning skills of fifth and sixth graders; a health series in the "Skills Essential to Learning Project" which focus on fourth-grade mathematics and seventh- and eighth-grade language arts and science. AIT publishes a quarterly newsletter and an annual catalog which are free to any educator upon request.

ASSOCIATION FOR EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY (AECT) JOUR

1126 16th Street N.W., Washington, D.C. 20036, Telephone: (202) 833-4177, Contact: Gail Dixon, Publication Sales

The Association for Educational Communications and Technology is a membership organization for professionals in the field of Educational Communications and Technology. Several AECT periodicals (listed below) frequently report on research and current events in the field of Instructional Television (ITV). Included in AECT membership ($50.00) is a monthly newsletter entitled ect (for members only) and a magazine entitled Instructional Innovator (non-members subscribe for $18.00 a year). Two quarterly journals are also available: Educational Communication and Technology ($10.00 members; $19.50 non-members) and Journal of Instructional Development ($10.00 members; $15.00 non-members).

A collection of AECT journal articles concerning innovative and practical ways to use telecommunications for learning has been published in a book called Learning Via Telecommunications, 1978 ($7.50 members; $8.95 nonmembers). This collection of articles cuts across all educational settings and populations. For more information on AECT publications, write or call for a current catalog.

CBS TELEVISION READING PROGRAM BROCHURE

51 West 52nd Street, New York, New York 10019, Telephone: (212) 975-8001, Contact: Joan Green

The CBS Television Reading Program prepares both student and teacher guides to accompany selected prime-time television specials aired by CBS. Based on both entertainment and educational value, a variety of programs is selected each season with an attempt to span the interests of all grade levels. The cost of these guides will vary depending upon the number of program participants and the location. Contact your local CBS affiliate for cost and other ordering information.

A 26-page brochure explaining the CBS Television Reading Program entitled, "Television and the Classroom: A Special Relationship" is available free upon request from the above address.

CHILDREN'S TELEVISION INTERNATIONAL, INC. (CTI) GUIDES, NEWSLETTER, CATALOG

One Skyline Place, Suite 1207, 5205 Leesburg Pike, Falls Church, Virginia 22041, Telephone: (703) 379-2707, Contact: Mary Charbonnet, Director of Communications

Children's Television International produces and distributes quality, purposive educational television programming. Primarily CTI clients include state and local educational agencies and instructional television networks. Supplemental resource materials such as curriculum guides are available for many of CTI's programs. A quarterly newsletter, CTI Views, and a resource catalog are free upon request. Programs and resource materials are available for all grade levels, including elementary, secondary and junior/community college levels.

CHILDREN'S TELEVISION WORKSHOP (CTW) MAGAZINES, BIBLIOGRAPHY

Children's Television Workshop is a research and development laboratory that explores new uses of television and related communications media for education and information purposes. CTW created and continues to produce the popular educational series Sesame Street. To help reinforce Sesame Street's educational lessons, CTW publishes the following supplementary materials: Sharing the Street: Activities for all Children ($2.00 each; $1.60 for 25 copies or more); Sesame Street Activities Manual ($2.00 each; $1.60 for 25 copies or more; also available in Spanish); The Muppet Gallery ($1.00 each; $0.80 for 25 copies or more; also available in Spanish); and Sesame Street Script Highlights ($5.00 subscription) which contains weekly bulletins reviewing instructional goals of each show and providing additional activity suggestions. (Order above items from the Community Education Services Division - Dept. A.)

CTW publishes three magazines: Sesame Street for ages 2-6 ($6.95, 10 issues); The Electric Company for ages 6-11 ($6.95, 10 issues); and a science magazine for ages 8-14 entitled 3-2-1 Contact ($8.95, 10 issues). A teacher's guide is available for 3-2-1 Contact. For information concerning CTW magazines, contact the Circulation Department.

An annotated bibliography of research-related papers and reports covering the major research activities conducted at CTW is available from the CTW Library. (Most unpublished reports are available in the ERIC System.)

CRITICAL TELEVISION VIEWING SKILLS PROJECT BROCHURES

In 1978 four projects were funded by the U.S. Office of Education to develop a coordinated curriculum designed to teach students and adults how to become active and discriminating television viewers. Since that time, curriculum development and workshop training activities have been conducted focusing on four target groups: elementary schools; middle schools; secondary schools, and postsecondary schools and adults. Several publications and products are now available, including textbooks and curriculum guides for teachers, resource and information phamphlets for parents, and games and activity books for students. Each project has its own newsletter or brochure explaining the focus of its activities and the availability of its products. For more information, write or call the following sites:

- Critical TV Viewing Skills Curriculum (Elementary), Southwest Educational Development Laboratory, 211 East 7th Street, Austin, Texas 78701, Telephone: (512) 476-6861, Contacts: Charles CorderBolz, Project Director, Sherry Stanford, Project Coordinator

- Critical TV Viewing Skills Curriculum (Middle School), WNET, 356 West 58th Street, New York, New York 10019, Telephone: (212) 664-7124, Contact: Debbi Bilowit, Project Director

- Critical TV Viewing Skills Curriculum (Secondary), Far West Laboratory for Educational Research and Development, 1855 Folsom Street, San Francisco, California 94103, Telephone: (415) 565-3100, Contacts: Donna Lloyd-Kolkin, Project Director, Debra Lieberman, Project Associate

- Critical TV Viewing Skills Curriculum (Post Secondary/Adult), School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston, Massachusetts 02215, Telephone: (617) 353-3364, Contacts: Donis Dondis, Project Director, Victoria Jacobs, Project Manager

Other resources on this topic may be obtained by contacting the Resource and Referral Service at The National Center for Research in Vocational Education. Telephone: (800) 848-4815; in Ohio (614) 486-3655. The Resource and Referral Service is part of the Research and Development Exchange which is sponsored by the National Institute of Education, Washington, D.C. 20208.

ERIC CLEARINGHOUSE ON INFORMATION RESOURCES (ERIC/IR) DOCUMENTS

Syracuse University, School of Education, 130 Huntington Hall, Syracuse, New York 13210, Telephone: (315) 423-3640, Contact: Marilyn Laubacher

ERIC/IR is one of the 16 Educational Resources Information Center (ERIC) Clearinghouses which assist educators in locating information about research, exemplary programs, and curriculum materials. Each clearinghouse offers manual or computer search services of the entire ERIC database and prepares information analysis papers, annotated bibliographies, and resource lists on selected topics in its areas of expertise.

ERIC/IR has prepared two annotated bibliographies of selected documents from the ERIC database regarding television and educational concerns. Both publications, Children's Television: The Best of ERIC (ED 152 254) and Instructional Television: The Best of ERIC (ED 168 605), are available on microfiche or can be ordered in print ($4.25 each) from Syracuse University Press, 125 College Place, Syracuse, New York 13210.

FAMILY GUIDE TO TELEVISION

This free phamphlet contains games, activities, illustrations, and surprising facts to encourage families to talk about television's role in their lives. The FAMILY GUIDE TO TELEVISION can also be used at school, club meetings, and community agencies to increase awareness and stimulate group discussion.

COST: free

ORDER FROM: Consumer Information Center, Pueblo, Colorado 81009 -- ask for catalogue #515 H, supplies are limited.

INSIDE TELEVISION,A GUIDE TO CRITICAL VIEWING

INSIDE TELEVISION, by Ned White, is a new high school textbook all about television and critical viewing. It presents information about television's audiences, economics, images, persuasive techniques, news, dramatic form, production methods, and impacts on society. In addition, it challenges students to develop their own opinions in activities designed to stimulate their thinking, and it tells them what television professionals think about many aspects of this medium, in articles and interview.

The textbook is organized to be the basis for a one-semester high school course. For teachers who want to select portions of the textbook, it is divided into seven independent units that may each be integrated into existing Language Arts and Social Studies courses.

A detailed Teacher's Guide to INSIDE TELEVISION contains day-by-day lesson plans, resources for teachers, student learning goals, class discussion questions, and optional long-term class projects. Teachers with no previous experience in Critical TV Viewing will be able to teach this course effectively by following the suggestions in the Teacher's Guide and relying on the teaching skills they already possess.

COST:

Student Textbook: $12.00

Teacher's Guide plus 46 reproducible student worksheets: $10.00

20% discount for orders of five or more textbooks

SEND CHECK OR MONEY ORDER TO: Science and Behavior Books, Inc., Box 11457, Palo Alto, CA 94306.

NATIONAL ASSOCIATION FOR BETTER BROADCASTING (NABB) MAGAZINE

7918 Naylor Avenue, Los Angeles, California 90045, Telephone: (213) 641-4903, Contact: Frank Orme, Executive Director

Devoted to the improvement of radio and television programming, this national membership organization evaluates radio and television programs and publishes the results. Presently NABB activities are focused on consumer interest in broadcasting legislation. NABB publishes a quarterly news magazine, Better Radio and Television, which is included with a $10.00 membership fee.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS (NAEB) PUBLICATIONS

1346 Connecticut Avenue N.W., Washington, D.C. 20036, Telephone: (202) 785-1100, Contact: Eleanor Miller, Editor

The National Association of Educational Broadcasters is a professional development organization for individuals interested in the growth of educational telecommunications. NAEB has an extensive publications program, including a professional journal, newsletter, textbooks, research monographs, and resource guides. The bimonthly magazine, Public Telecommunication Review ($18.00 yearly, nonmember), and the twice-monthly newsletter, Current ($25.00) yearly, nonmember), frequently cover instructional television concerns and issues. (Both periodicals are included in the $35.00 membership fee.) Also available from NAEB is Learning from Television ($6.00), a basic text in using television for instruction. NAEB provides a series of professional training seminars, maintains a job referral service, and holds an annual industry convention.

NATIONAL EDUCATION ASSOCIATION (NEA) RESOURCES

1201 16th Street N.W., Washington, D.C. 20036, Telephone: (202) 833-4484, Contact: Karen Klass Jaffe, Communications Specialist for Radio and T.V.

NEA and the American Broadcasting Company are producing a series of video instructional programs which will provide 20 hours of video instruction during the school year to supplement basic learning skills. The video service is expected to begin in 1981. Each hour of video will consist of a message from NEA to teachers on professional needs and a section on news and current events.

Various projects concerning the use of television in the classroom have been developed by teachers in local and state associations across the country. NEA national headquarters attempts to serve as a clearinghouse for information on these projects.

OTHER SOURCES OF MATERIALS:

ABC Community Relations, ABC-TV, 1330 Avenue of the Americas, New York, New York 10019

Movie Scriptreader Program Films, Inc., Moviestrip Division, 50 Rindge Avenue Extension, Cambridge, Massachusetts 02140

Scholastic Book Services, 904 Sylvan Avenue, Englewood Cliffs, New Jersey 97632

Southwest Educational Development Lab, 211 East 7th Avenue, Austin, Texas 78701

The Television Reading Program, Dr. Michael McAndrew, Capital Cities Communications, Inc., 4100 City Line Avenue, Philadelphia, Pennsylvania 19131

The T.V. Comprehension Program Educational Patterns, Inc., 63-110 Woodhaven Boulevard, Rego Park, New York 11374

PRIME TIME SCHOOL T.V. (PTST) CURRICULUM/UNIT

120 South LaSalle Street, Chicago, Illinois 60603, Telephone: (312) 368-1088, Contact: Colette Carroll Becvar, Membership Coordinator

PTST is a national, nonprofit organization which produces and distributes study materials covering television specials and series on both commercial and public television networks. PTST offers monthly study guides ($10.00 yearly for individuals; $5.00 each when ordering in a group of ten or more) which include program synopsis of selected television programs, programming calendars, and teaching activities and resources. Also available from PTST is a nationally field-tested curriculum unit on television and economics designed to use regularly scheduled programs to teach economics and economic skills. This eighty-page curriculum unit, From the Medium to the Market Place ($20.00), contains curriculum guides, viewing logs, and all the necessary instructional materials. It is intended for the secondary school level, but some users have successfully adapted the unit to the upper elementary and junior high grades.

T.V. ACTION CENTER PUBLICATIONS

National PTA, 700 North Rush Street, Chicago, Illinois 60611, Telephone: (800) 952-4266, Illinois (800) 332-5177, Continental United States

Through its TV Action Center, the National PTA helps parents and teachers evaluate television programs. The Center also teaches parents how to use their influence to convince the networks to improve the quality of television programming. The Center is now developing a K-12 curriculum designed to sharpen the viewing skills of students. Curricula will be divided into four grade level packets: early elementary, late elementary, junior high, and high school. All teacher packets will be written so that the materials may also be used by parents and others who have not had professional training as instructors.

Several publications have been produced by the National PTA's Television Project. They include: "The Effects of Television on Children and Youth" ($0.50 each), a summary report on the findings of public hearings conducted by the National PTA Television Commission; "Electronic Illiteracy: A New Challenge Confronts the PTA" ($0.20), a booklet explaining the rationale for developing the TV viewing skills curriculum; and "TV Program Review Guide" ($0.35, limited availability) which lists the ten "best", ten "worst", ten "most violent", and ten "least violent" programs on prime time television.

T.V. SETS IN USE

Television Information Office, 745 Fifth Avenue, New York, New York 10151

Reports on how educators, librarians, parents and broadcasters are working to increase utilization of television's values for children and lifelong learners. Sample items from a recent issue:

New Curriculum Helps Kids Get the Most from TV
Television Game Teaches the News
Prime-Time "Project Peacock" Sets Productions
Video Viewing Leads to Pro-Social Behavior
"Community Outreach Idea Bank" Spurs Novel Projects
Guide Links Students to TV-School Curriculum Connection
Dr. Potter Sparks Creative Teaching and Parenting
Script Writing Contest Encourages Creative Student Writers
Jacques Cousteau Improves South Carolina Reading Scores
Learning Package Enhances Commercial TV Viewing
Resources: Where to Write

TEACHERS GUIDES TO TELEVISION (TGT)

699 Madison Avenue, New York, New York 10021, Telephone: (212) 688-0033, Contact: Gloria Kirshner, Editor

Teachers Guides to Television, an organization financed by the National Broadcasting Company, previews television shows on commercial and Public Broadcasting Station (PBS) and publishes twice a year a study guide by the same name ($4.00 a year). Each issue of Teachers Guides to Television contains listings of and study guides to selected programs of educational value. These guides are primarily intended for use in the secondary school grades.

TGT also sponsors Parent Participation TV Workshops. These workshops are intended to encourage and facilitate parent-child discussions of family problems using television programs as catalysts. Any parent, teacher, or community leader can organize a Parent Participation TV Workshop and receive a handbook and supplementary materials without charge by agreeing to report on group programs to TGT. Write or call TGT for further information on how to organize a Parent Participation TV Workshop.

TELEVISION LICENSING CENTER GUIDE

The Television Licensing Center (TLC) is a national single-source clearinghouse established to provide educators with information about off-air videotaping and with licenses to record, duplicate and retain television programming. It offers educators a convenient and legal mechanism for capturing the best of television at a fraction of usual AV costs. It ensures producers the copyright protection to which they are entitled.

TLC is administered by Films Incorporated, the largest nontheatrical distributor in the United States of quality films, videotapes and other AV material for education and entertainment. With a history

of over a half century of service to educators and producers in the visual media, Films Incorporated is proud of this logical extension of good service through electronic distribution.

The TLC Guide is a good source of information about copyright. See your local Films, Inc. representative.

TRAINER'S MANUAL

Many educators and community groups have become interested in Critical TV Viewing and are planning workshops, lectures, and teacher in-service training sessions in this field. Workshop leaders can order a two-volume set of booklets entitled TRAINER'S MANUAL and WORKSHOP HANDOUTS.

The TRAINER'S MANUAL contains: reasons for teaching Critical TV Viewing, information about organizing and leading workshops for adults, workshop activity ideas, examples of publicity materials, and suggested audio-visual resources. The WORKSHOP HANDOUTS may be reproduced and distributed to workshop audiences, and consist of information sheets, bibliograhies, a resource list, a FAMILY GUIDE TO TELEVISION, and other pertinent take-home materials.

COST: $5.00 for the two-volume set.

SEND CHECK OR MONEY ORDER TO: Order Department, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103

USOE PROJECTS IN CRITICAL TV VIEWING

In 1978 the U.S. Office of Education (USOE) awarded Critical TV Viewing contracts to four projects, each focusing on a different age group from grade K to the post-secondary level. They developed classroom and family materials and presented workshops nationwide during 1978-1980. The directors of each project are listed here:

Curriculum for Grades K-4:

Dr. Charles Gorder-Bolz, Southwest Educational Development Laboratory, 211 East 7th Street, Austin, TX 78701

Curriculum for Grades 5-8:

Ms. Debbi Bilowit, WNET-Channel 13, 356 West 58th Street, NY, NY 10019

Curriculum for Grades 9-12:

Dr. Donna Lloyd-Kolkin, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103

Curriculum for Grades 5-8:

Ms. Debbi Bilowit, WNET-Channel 13, 356 West 58th Street, NY, NY 10019

Curriculum for Grades 9-12:

Dr. Donna Lloyd-Kolkin, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103

Curriculum for Post-Secondary Level:

Dr. Donis Dondis, Bostin University School of Public Communication, 640 Commonwealth Avenue, Boston, MA 02215

VIDEO CASSETTE AND SLIDE SHOW

Two audio-visual resources for Critical TV Viewing Workshops are available for rent or purchase: a 3/4 inch video cassette tape, and a slide show with a written script and an audio cassette tape of the script.

They present a definition of critical TV viewing skills and a description of INSIDE TELEVISION. The video cassette, in addition, contains a news story showing high school students involved in activities from INSIDE TELEVISION and discussing their opinions.

COST:

Video rental: $25, video purchase: $50, slide rental: $12, slide purchase: $35.

Price of rental may be applied to purchase cost.

SEND CHECK OR MONEY ORDER TO: Order Department, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103

V. Active Programs in Schools Around the State

Mercer Island High School

Contact: Tom Hoskin, AV Coordinator
Mercer Island Senior High School
9100 S. E. 42nd St.
Mercer Island WA 98040
233-3378

- o Program may be visited by prior arrangement.
- o Idea exchange welcomed.

Program Elements:

1. Broadcast over a 4-channel CCTV system to classrooms (tapes of relevant TV programs)
2. Videotaping athletic events for use as coaching tools.
3. Videotaping student written commercials, guest speakers, class projects, panels and skits.
4. Video monitoring and taping school drama presentations.
5. Videotaping teachers for self-evaluation.

Evergreen High School, Mountain View High School

Contact: Bill Pyne, Media Sepcialist
14300 N. E. 18th St.
Vancouver WA 98664
256-6018

- o Program may be visited with 3-4 weeks advance notice.

Program Elements:

1. Equips high school students with "basic skills in AV production."
2. Teaches students equipment operation and simple production of classroom materials.
3. Two-hour block for production classes.
4. Taping on site, editing in the studio.

Vancouver Public Schools

Contact: Bruce Russell
Supervisor, Vocational Education
Vancouver School District
605 North Devine St.
Vancouver WA 98661
696-7217

Marjorie Johnson
Fort Vancouver High School
696-7111

- o Program may be visited by prior appointment.
- o Contest winners will share winning entries.
- o Students interested in tape exchange.

Program Elements:

1. Senior high schools: Intro/Media Technology; Media Tech 1/2; Media Tech 3/4; Media Tech 5/6 and in one high school--Radio/Television Broadcasting and Licensing.
2. Junior high schools: TV production, beginning and advanced.
3. Many winners in state and national student production contests.

Brier Elementary School

Contact: Anne Kneip, Learning Resource Specialist
3625 232nd S.W.
Brier WA 98036
771-4308

- o Visitors welcome.
- o Would like idea and tape exchange.

Program Elements:

1. K-6, 570 students
2. Students tape other student projects, such as plays, choral reading rehearsals, autobiographical presentations and stick puppet performances.

Morton School District

Contact: Dennis Burgin
P. O. Box 88
Morton WA 98356

- o Program not operational this year, but expertise intact.

Program Elements:

1. Consulting in operating community cable channel; conducting telethons; producing grade school news show, comedy shows, contests and plays; designing vocational junior-senior high school classes; micro-teaching on television.
2. Provides expertise on motivating teachers to use television in the classroom.

AC Davis Senior High School

Contact: Bruce Crest
Resource Center
212 South 6th Ave.
Yakima WA 98902
575-3318

- o Visitors welcome.
- o Idea and materials exchange of interest.

Program Elements:

1. Three-channel in-house cable system.
2. Three local community cable channels into the building.
3. Vocational Skills Center produces programs for additional two channels located at Center, and these tapes are used in many secondary classrooms.
4. Black/white production.

MEDIA NOW PROGRAMS

Contact: Bob Irvine
Director, Learning Resources
ESD #114
1303 Sylvan way
Bremerton WA 98368
373-5006

Lois White
Administrator, Media Services
Issaquah School District
22211 S. E. 72nd St.
Issaquah WA 98027
392-0729

The Media Now program of the National Diffusion Network provides students in junior and senior high schools with a chance to produce media and study its effects. Television production is one element emphasized in the 50 "learning activity packages" with which students may work. Seven units cover media hardware, production, study of genre, evaluation of media, message interpretation, aesthetics and presentation of messages via media such as television.

PURPOSE: A unified course of study that probes all the areas making up the mass media.

ACTIVITIES: All the course material is designed to involve the student in working with media forms and building up a knowledge of what creating media requires.

OUTCOMES:

...Students participating in Media Now will improve their knowledge of mass media.
...Students participating in Media Now will demonstrate increased production abilities.
...Students participating in Media Now will decrease their susceptibility to persuasion.
...Students participating in Media Now will increase their positive attitudes toward Media.

The following Washington schools have adopted Media Now courses of study:

BELLEVUE SCHOOL DISTRICT, Interlake Senior High
HIGHLINE SCHOOL DISTRICT, Glacier Senior High
ISSAQUAH SCHOOL DISTRICT, Issaquah & Liberty High Schools
KENT SCHOOL DISTRICT, Kent Meridan Senior High
LAKE WASHINGTON SCHOOL DISTRICT, Lake Washington High School
SHORELINE SCHOOL DISTRICT, Shorewood High School
MORTON SCHOOL DISTRICT, Morton Senior High School
INCHELIUM SCHOOL DISTRICT, Inchelium High School
CENTRAL KITSAP SCHOOL DISTRICT, Central Kitsap High School
EDMONDS SCHOOL DISTRICT, Continuation High School
VANCOUVER SCHOOL DISTRICT, Hudson's Bay High School
CASTLE ROCK SCHOOL DISTRICT, Castle Rock High School
WEST VALLEY SCHOOL DISTRICT, Carroll High School
WASHOUGAL SCHOOL DISTRICT, Washougal High School
NORTH KITSAP SCHOOL DISTRICT, North Kitsap High School
SUMNER SCHOOL DISTRICT, Sumner High School

VI.

STAFF DEVELOPMENT MATERIALS AND PROGRAMS

CRITICAL TELEVISION VIEWING SKILLS WORKSHOP

State contact person: Pat Woodley, Director of Education
KCTS Channel 9
University of Washington
Seattle WA 98195
206-543-6544

EDUCATIONAL SERVICE DISTRICT SERIES

1. Using Pre-recorded Tapes/Unattended Recording of Broadcast Programs
   (For teachers, for use with equipment ready to go)

2. Technical Aspects of Video Use
   (For technicians, district coordinators)

3. Workshop on Monitoring and Recording TV
   (For teachers and other interested district personnel)

4. Creative Uses of Video Technology
   (For teachers)

5. Learning Critical TV Viewing Skills
   (For teachers)

Contact person: Art Day
ESD #121
1410 S. 200th St.
Seattle WA
206-242-9400

GETTING THE MOST OUT OF TV (SERIES)

A series of seven videotape programs for use with students, which are in themselves a valuable resource for teachers to use in preparing to teach classes in how television works. (See page 3.)

Appendix I

COMMONLY ASKED QUESTIONS AND ANSWERS

QUESTION:

Is the size of the picture on our school television sets adequate for student learning in the average classroom?

ANSWER:

Results of research on this question are not definitive. However, teachers who make extensive use of television as a teaching tool consistently report that a 19" screen is adequate for classes of 25-30, provided that seating arrangements are made so that each student can see the set clearly. Picture resolution is more important than size.

QUESTION:

At what side angle can the picture be seen?

ANSWER:

Although a 45-degree angle is considered maximum for viewing 16 mm film, video programs can be viewed easily up to a maximum angle of 65 degree. Watch for light reflections on the screen, however.

QUESTION:

What are the differences in setting up the classroom for viewing films and for viewing video programs?

ANSWER:

In most cases using 16 mm films requires darkening the room, setting up a screen and locating the projector so that the noise of its motor does not interfere with the sound track and the sound is dispersed fairly evenly around the room. In comparison, the video delivery system is virtually silent and does not require any of these adjustments in the learning environment. Classroom experience with video programs has been that students pay better attention to a television set than to a projection screen.

QUESTION:

How does the cost of this delivery system compare to the cost of 16 mm film projectors?

ANSWER:

Currently:

16 mm projector (optical delivery system	$570-750	video playback/player-recorder (electronic delivery system)	$ 650-900
screen	48-143	19" to 25" TV receiver	350-560
cart	80-125	cart	90-100
set of spare reels	20- 25		
Total:	$718-1043		$1090-1560

Additional cost factors:

1. The cost of an average original film is $300; the average cost of a duplicate print is also $300. By comparison, the average cost of an original videotape is $225 and the cost of duplicate tape, including duplication rights, averages $25.

2. The video system does not require drapes to darken the classroom, a fact which could eventually reduce the cost of equipping buildings which use the video format.

3. Current experience in some areas indicates a low rate of requipment repair needs on 1/2", institutional model, video cassette recorders and TV receivers. Where video equipment is relatively new to schools, cost comparisons may not yet be valid, and video equipment may need service less often as it is less used.

4. Video cassettes are much lighter and therefore much cheapter to mail. The average $300 film costs 53 cents to mail. A single video cassette cost 21 cents to mail and can contain up to 2 hrs. of program. Two hours of film program costs over $2.00 to mail.

QUESTION:

What is the difference between a monitor and a receiver?

ANSWER:

A monitor, which cannot receive a television broadcast signal is usually only found in a TV studio, and is no longer needed with 1/2" UHS/BETA equipment. The basic difference between the two is that a receiver has a tuner a monitor does not. A receiver/monitor is a special set which is switchable between functions.

QUESTION:

What are schools in Washington generally buying -- 3/4" U-Matic, 1/2" UHS or 1/2" BETA format?

ANSWER:

Most schools nationally (90%) and in Washington State have standardized on 1/2" UHS. The 3/4" cassettes are most often preferred as masters, and colleges and universities generally use this format. As standardization aids in sharing of tapes, it is particularly useful for a district to standardize among its schools.

QUESTION:

Where does the video disc fit into all this?

ANSWER:

The video disc will probably have little or no effect on K-12 schools during the next decade.

QUESTION:

What is the difference between standard play and 2-4-6 hour play?

ANSWER:

Tapes longer than two hours are designed for home use and for security monitoring purposes. Opinions differ on the quality of long play tapes. Such tape recordings cannot be used on standard school video equipment on standard speed, which has a 2 hr. maximum play length.

QUESTION:

What about copyright and off-air recording?

ANSWER:

Generally, all professionally videotaped and broadcast materials are copyrighted, except for news broadcasts. Television stations or networks must be contacted for long term permission to copy news broadcasts as well. Call your ESD contact person for copyright information about specific video materials you have received from them. For copyright information about specific broadcasts call your nearest television station contact person.

QUESTION:

How can parents help children to develop good television viewing habits?

ANSWER: (Answer courtesy of Puget Sound Action for Children's Television.)

Following is a list of actions that parents could take:

1. Acquaint yourselves with the programs that are offered in your area and then play an active part in your child's television viewing.

2. Limit the number of hours for viewing television.

3. Provide simple, creative toys or activities for your child to become involved in.

4. Try not to leave a young child alone in a room with a TV set. If the child is worried or frightened by something he sees, he has nobody to turn to.

5. Encourage older children to be much more aware of what is happening on the screen. You can help to develop their critical abilities by discussing programs.

6. If you object strongly to a program showing killing or shooting, explain to your child why you feel this way and why you don't want him to watch it.

7. Always be aware of your importance in expressing opinions about TV to children. Researchers have found that children are much influenced in responding to programs by the reactions of others viewing with them.

8. Write. If you see something that you like very much or that bothers you for some reason send a letter. To your local station. To the sponsor. To the network. To the Federal Communications Commission. To the Federal Trade Commission. To the Food and Drug Administration. To your Congressman. To the Press.

QUESTION:

How do we take care of video cassettes?

ANSWER:

CARE & FEEDING OF VIDEO CASSETTES

EDUCATIONAL SERVICE DISTRICT 121 - SEATTLE OFFICE

When your video image starts looking like Snoqualmie Pass in ski season, in all probability no amount of dial turning will improve the picture. The snowstorm is probably caused by video cassette distortion. That is a gentle way of saying the educational program and maybe the tape is ruined!

If the tape is not physically damaged, (see items 1, 2, & 3 below) a new program can be recorded IF the source is still available. If the tape is damaged (see items 4 & 11 below) its only value is to use it as an example what NOT to do in caring for video cassettes.

1. Keep tapes away from anything magnetic such as large electric motors or bulk tape eraser. Use plastic or cardboard, not metallic, containers for storage because plastic shields against outside magnetic influence.

2. Keep the cassette player's playback head demagnetized to avoid inducing a magnetic signal on the tape. Simple and inexpensive demagnetizers are available and the procedure is very easy. (See your media technician or service person.)

3. Tapes are best stored at average room temperature. Cold does not harm a tape, although we recommend allowing a tape which has been sitting in a cold car, for example, to come to room temperature before playing.

4. Keep tapes covered when not in use. Dust and dirt will scratch the tape surface or the cassette player's playback head, causing permanent damage. We recommend storing in plastic storage boxes.

5. Avoid smoke filled rooms. Video tape tends to attract smoke particles in a cumulative way and this appears as snow on your T.V. screen.

6. Avoid sudden stops and starts. These make the tape stretch, and that creates distortion.

7. High humidity can cause fungus to grow on the tape surface. This is one of the greatest threats to tape. Store cassettes in a dry place.

8. Tapes should be stored in an upright position to maintain orientation in the cassette box.

9. Don't keep tape in the still-frame mode longer than instructions specify. Video tape can be worn out quickly when held in a single position for a greater length of time.

10. Keep tapes out of direct sunlight. Sunlight breaks down the magnetic properties of the tape coating.

11. Run the tape at least every 6 months. This helps avoid cracking of the oxide coating.

NOTE: We want to thank the J.V.C. Service Department and Photo & Sound Company for much of the above information.

QUESTION:

How durable is videotape compared to film?

ANSWER:

16mm film can be expected to survive 200 showings provided projectors are clean and operators are careful. Video cassettes will last 800 plus showings and the message on the video tape can be changed at least three times without loss of quality.

QUESTION:

How about video cassette quality control?

ANSWER:

The most difficult technical problem to date is maintaining consistent high quality video cassettes. There are service agencies in the State of Washington and throughout the nation that can supply video cassette copies of educational films that are equal in quality to broadcast programs or 16mm film image. The problem is consistency.

16mm film quality is occasionally substandard. Video duplication studios do not always monitor the quality of the copy they are making. There are a number of other nagging problems. These will soon be resolved and you can expect high quality video cassettes in the near future.

SOURCE: Washington State Video Consortium

Appendix II

PUBLIC RADIO STATIONS IN WASHINGTON

The following stations have programming and production assistance available designed in each case to meet locally identified needs. Call the contact person designated below to determine which services are available in your area.

STATION	LOCATION AND CONTACT	LICENSEE
KUGS	Gale Thompson Viking Union Bldg. 516 High Street Bellingham, 98225 (206) 676-5847	Western Washington University
KSVR	Duke Hayduck Skagit Valley College 2405 College Way Mt. Vernon, 98273 (206) 428-1198, 1115	Skagit Valley College
KASB	Bill Poirier Bellevue High School 601 108th Avenue Bellevue, 98004 (206) 455-6154	Bellevue Public Schools
KBCS	Craig Sanders Bellevue Community College Division Arts and Humanities 3000 Landerholm Circle Bellevue, 98007 (206) 641-2341	Bellevue Community College
KMIH	Ralph Cromwell/Bob Gwynne 9100 SE 42nd Mercer Island, 98040 (206) 232-1600	Mercer Island School District #400
KNHC	Lawrence Adams Nathan Hale High School 10750 30th NE Seattle, 98125 (206) 587-6361	Seattle Public School District #1

KRAB	Sharon Maeda 2212 South Jackson Seattle, 98144 (206) 325-5110	Jack Straw Foundation
KUOW	Kim Hodgson University of Washington Seattle, 98195 (206) 543-2710	University of Washington
KGRG	John Kasprick 12401 SE 320th Street Auburn, 98002 (206) 464-6133	Green River Community College
KPEC	Bob Piatt 4500 Steilacoom Blvd. SW Tacoma, 98499 (206) 756-8350	Clover Park Public Schools #400
KPLU	Judd Doughty Pacific Lutheran Univ. Tacoma, 98447 (206) 531-3838	Pacific Lutheran University
KTOY	Lee Perkins Bates Vocational School 1101 S. Yakima Avenue Tacoma, 98405 (206) 597-7234	Tacoma Public Schools #10
KUPS	Robert A. Akamian University of Puget Sound 1500 N. Warner Tacoma, 98416 (206) 756-3277	University of Puget Sound
KAOS	Toni Holm/Dave Raugh Evergreen State College Box 1125 Olympia, 98507 (206) 866-5267	Evergreen State College
KCED	Gil Elder Centralia Community College Box 639 Centralia, 98531 (206) 736-8044	Centralia Community College

KCAT	Roger Reynolds/Yatie Butts Central Washington Univ. Samuelson Union Bldg. Ellensburg, 98926 (509) 963-2311	Central Washington University
KYSC	Rob Winters Yakima Valley Skills Center 1116 S. 15th Avenue Yakima, 98902 (509) 575-3463	Yakima School District #7
KDNA	Rosa Ramon 120 Sunnyside Avenue Box 82 Granger, 98932 (509) 854-1900	Northwest Chicano Radio Network
KOLU	Dallas Dobson 4921 W. Wernett Pasco, 99301 (509) 547-2021	Riverview Baptist Christian School
KGTS	Loren Dickinson Walla Walla College College Place, 99324 (509) 527-2997	Walla Walla College
KWCW	John Fleck Whitman College Walla Walla, 99362 (509) 527-5283	Whitman College
KWSU	Dennis Haarsager Washington State University Pullman, 99164 (509) 335-2681	Washington State University
KZUU	Marvin Stahlhut Washington State University French Administration Bldg. Pullman, 99163 (509) 335-2207	Washington State University
KEWC	Rey Barnes Eastern Washington University Dept. of Radio/TV Cheney, 99004 (509) 359-2228	Eastern Washington University

KPBX	Marvin Granger 2319 Monroe Street Spokane, 99025 (509) 328-5729	Spokane Public Broadcasting Association
KSFC	Richi Shackette W. 3410 Ft. George Wright Dr. Spokane, 99204 (509) 456-2995	Spokane Falls Community College
KWRS	Kenny Cragg Whitworth College Spokane, 99251 (509) 466-3278	Whitworth College
KUBS	Warren Lake Box 68 Newport, 99156 (509) 447-4931	Newport School District #56

Appendix III

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